



Vermont Department of Tourism & Marketing

Vermont Agency of Commerce and Community Development



Mission Statement

- To promote Vermont's travel, recreation, cultural and historic attractions, as well as the state's goods and services, in coordination with public and private sector partners and to market to a global audience in a manner consistent with the values and traditions of the state for the economic benefit of all Vermonters.

Vermont Lodging Survey 2012

Preliminary Results

The charts and graphs that follow are based on data from 93 completed surveys submitted by Vermont lodging properties about business activity during calendar 2012.

While this sample represents just nine percent of the state's lodging establishments, much of the overall data is reasonably representative of the industry.

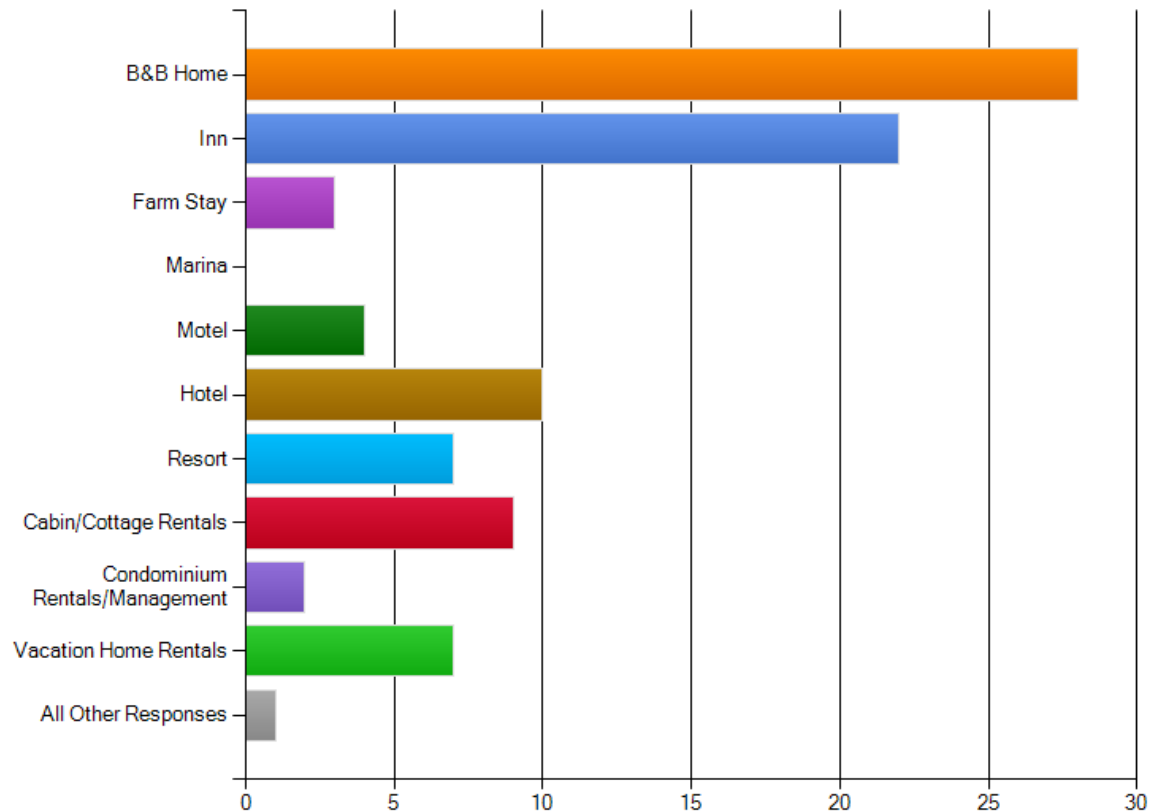
Of course, greater participation in the future will be welcomed.

Key Observations

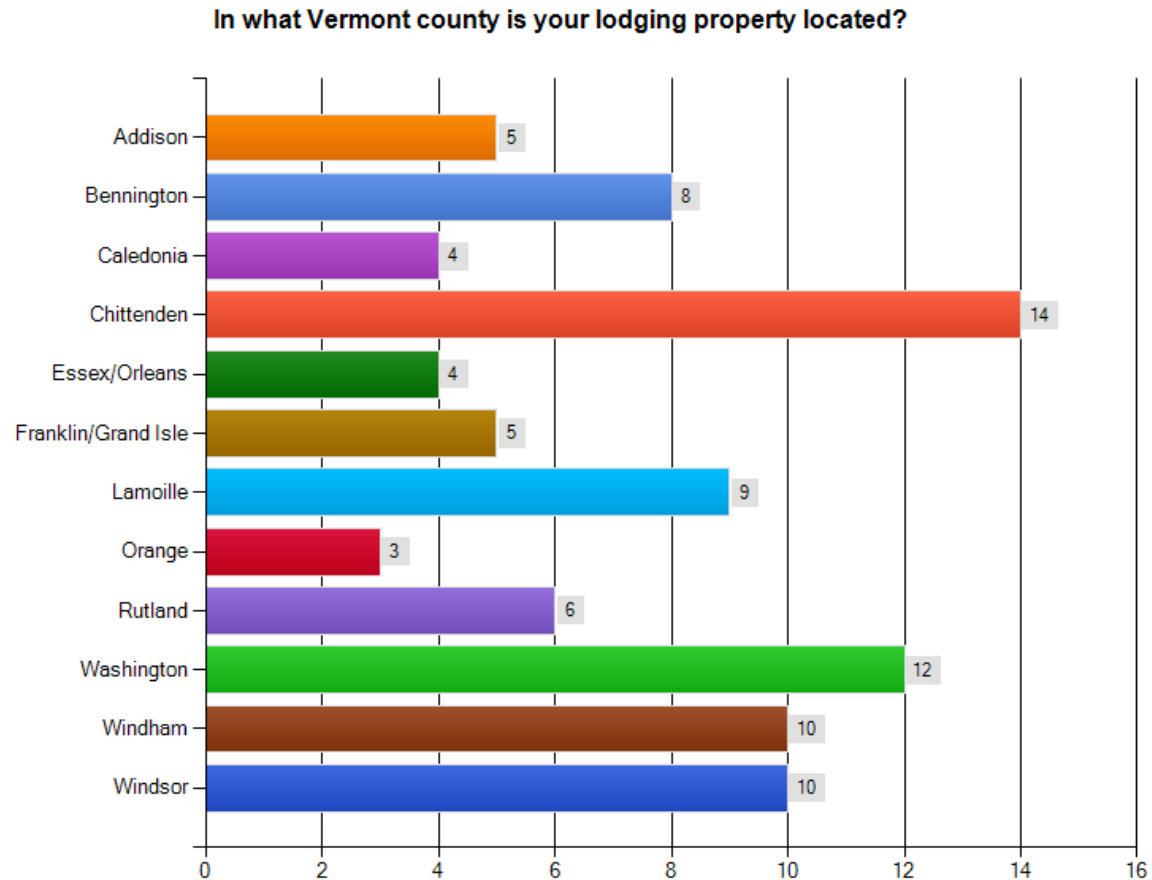
- Respondent sample is reasonably representative of statewide industry by property size.
- Visitor origin data is consistent with other studies.
- Monthly Room Nights roughly correspond to Taxable Receipts data for room rentals.
- Sample is not representative at the county level.

Respondents by Category

Please check which category best describes the primary activity of your business:

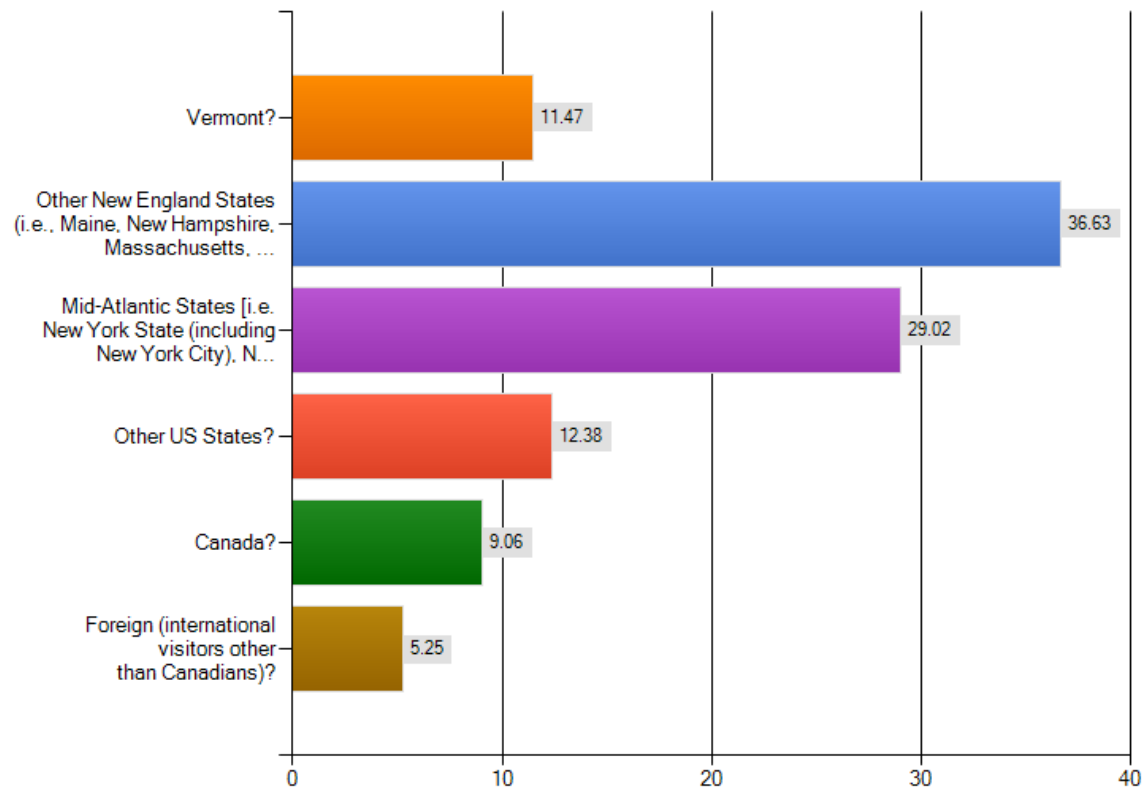


Respondents by County



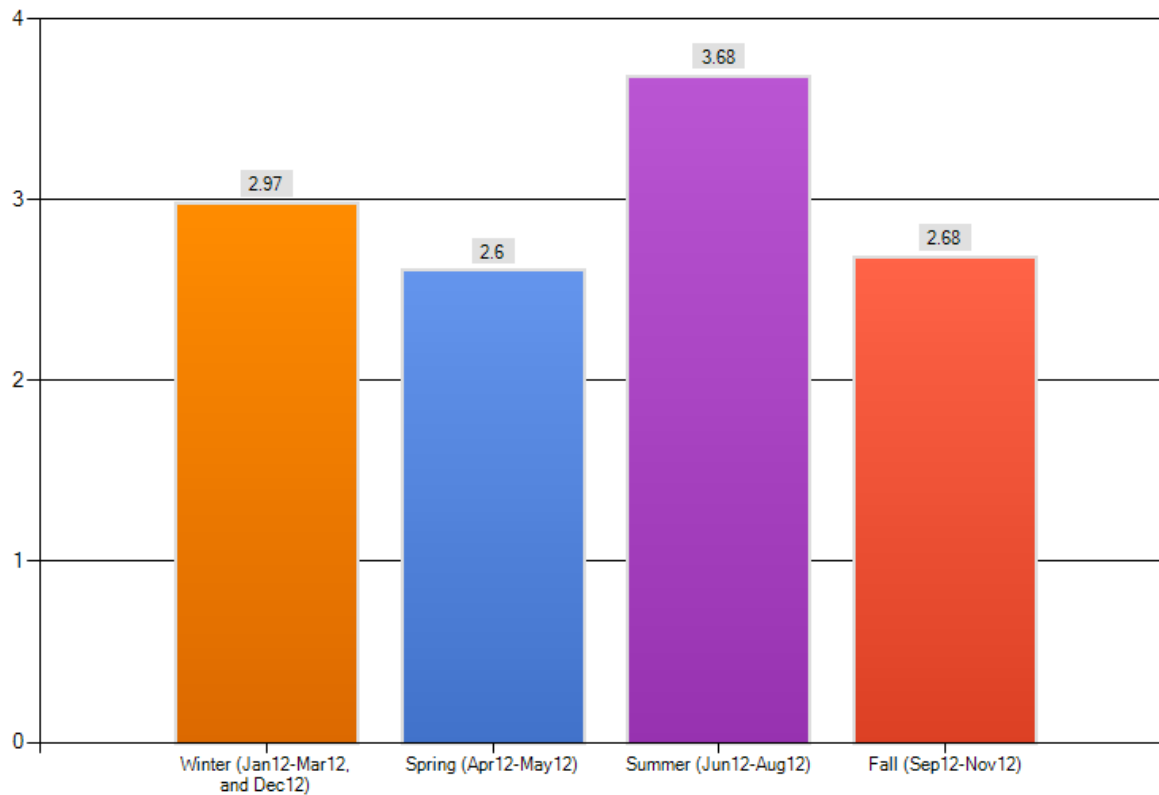
Visitor Origin

Thinking about all of your guests in 2012, approximately what percentage would you say came from each of the following areas:(Total must equal 100 percent.)



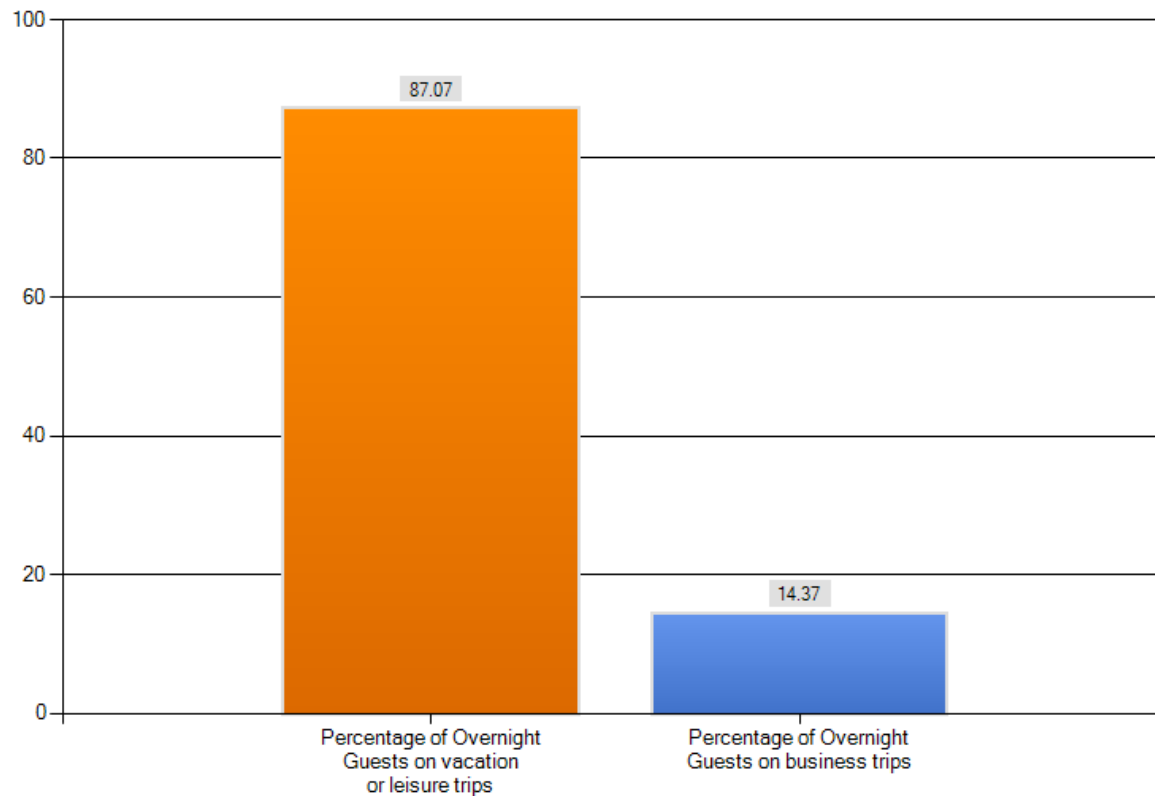
Length of Stay

What was the length of stay in nights for a typical room or unit party in 2012 during each season?
(Round to the nearest whole number. If closed for a season, please leave that season blank.)



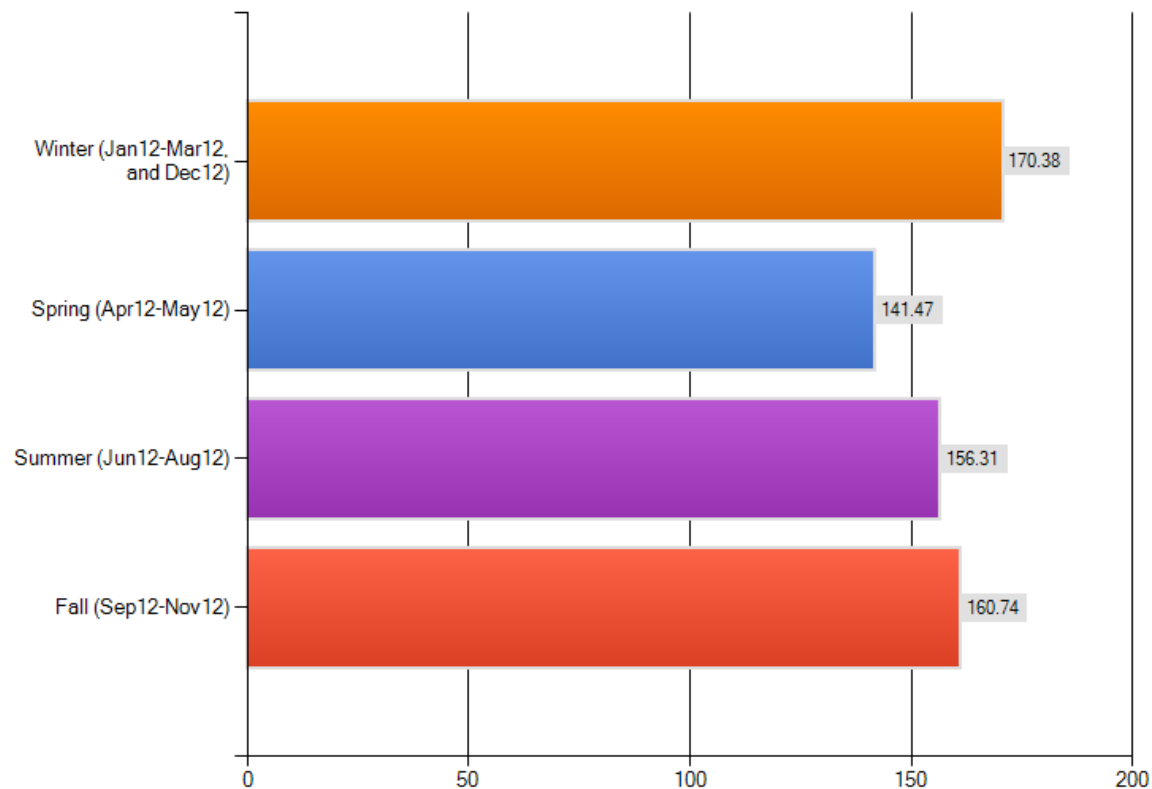
Leisure vs. Business Guests

Approximately what percentage of your 2012 room or unit receipts came from (please do not include food or beverage receipts): (Total should equal 100 percent.)

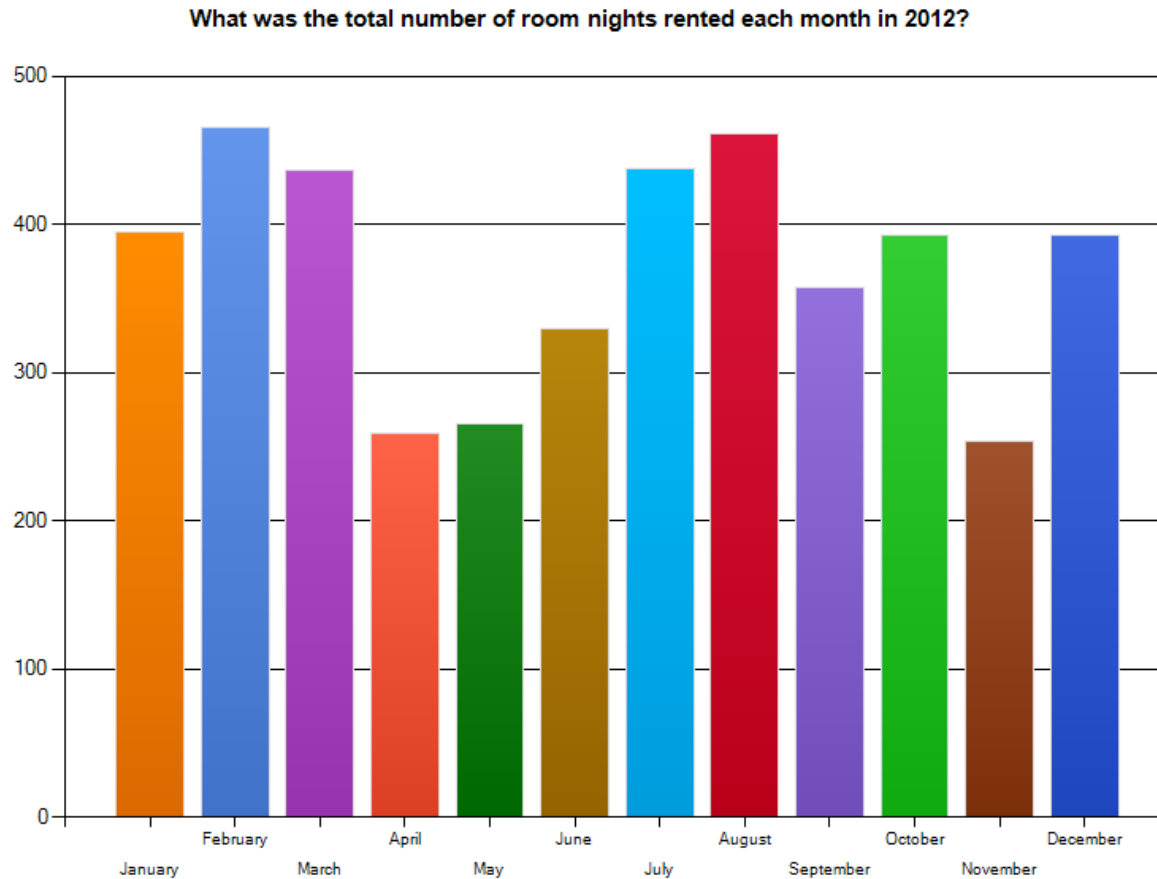


Average Room Rates

What was your average overnight room or unit rate per night (excluding tax and gratuity) in 2012 during each season?

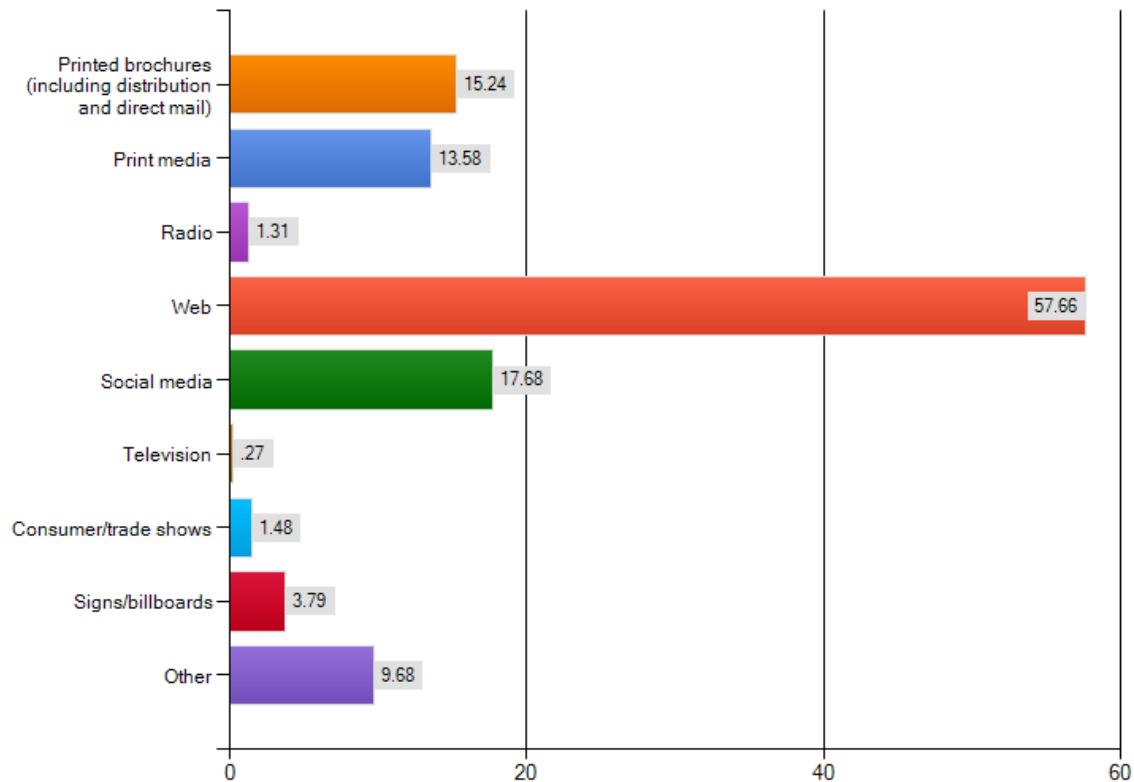


Average Room Nights by Month



Marketing Strategies

What was the distribution of your marketing investment during 2012, by percentage?
(Total must equal 100 percent.)



Looking Forward

Additional analysis of data from the 2012 Survey of Vermont Lodging Properties will be published in September.

Recent and archived research by VDTM is available at:
http://accd.vermont.gov/tourism_and_marketing/research

If you have questions, please contact Greg Gerdel:
802-828-5597; or, greg.gerdel@state.vt.us